

eXtension Update

Financial Security for All

Pat Swanson
Iowa State University



eXperiencing eXtension

- Moodle course developed by Nancy Porter
- <http://pdc.extension.org/>
(under Communication and Education)

FSA Webinars

Michael Gutter

- Planning for America Saves
- Access to Tax Services
- Banking the Unbanked
- Health Reform
- Consumer Financial Protection Bureau
- MiTT Net Resources: Responding to Catastrophic Events

FSA Virtual Meetings



Social Media

- Andrew Zumwalt, Michael Ravenscraft
- <http://twitter.com/moneyeXtension>

AaE and FAQs

- Barb O'Neil
- 1700 published FAQs

http://faq.extension.org/account/ask_an_expert_preferences

Dean Don Felker Financial Management Award

2010 NEAFCS Award



Get Involved

- Join FSA or Leadership Team
- Suggest/develop new content
- AaE and FAQs
- Tweet
- Present at webinar

Update on Personal Financial Management Course for Bankruptcy Filers

Sharon B. Seiling
Ohio State University Extension



Advertising via Facebook

- Online course might be easy for Facebook- savvy users
- Total budget: \$3000
- Ads on Facebook are limited is length
 - Less than 20 words
- Initially one ad was created
- Then 4 ads were created to run simultaneously
 - Increased the volume substantially



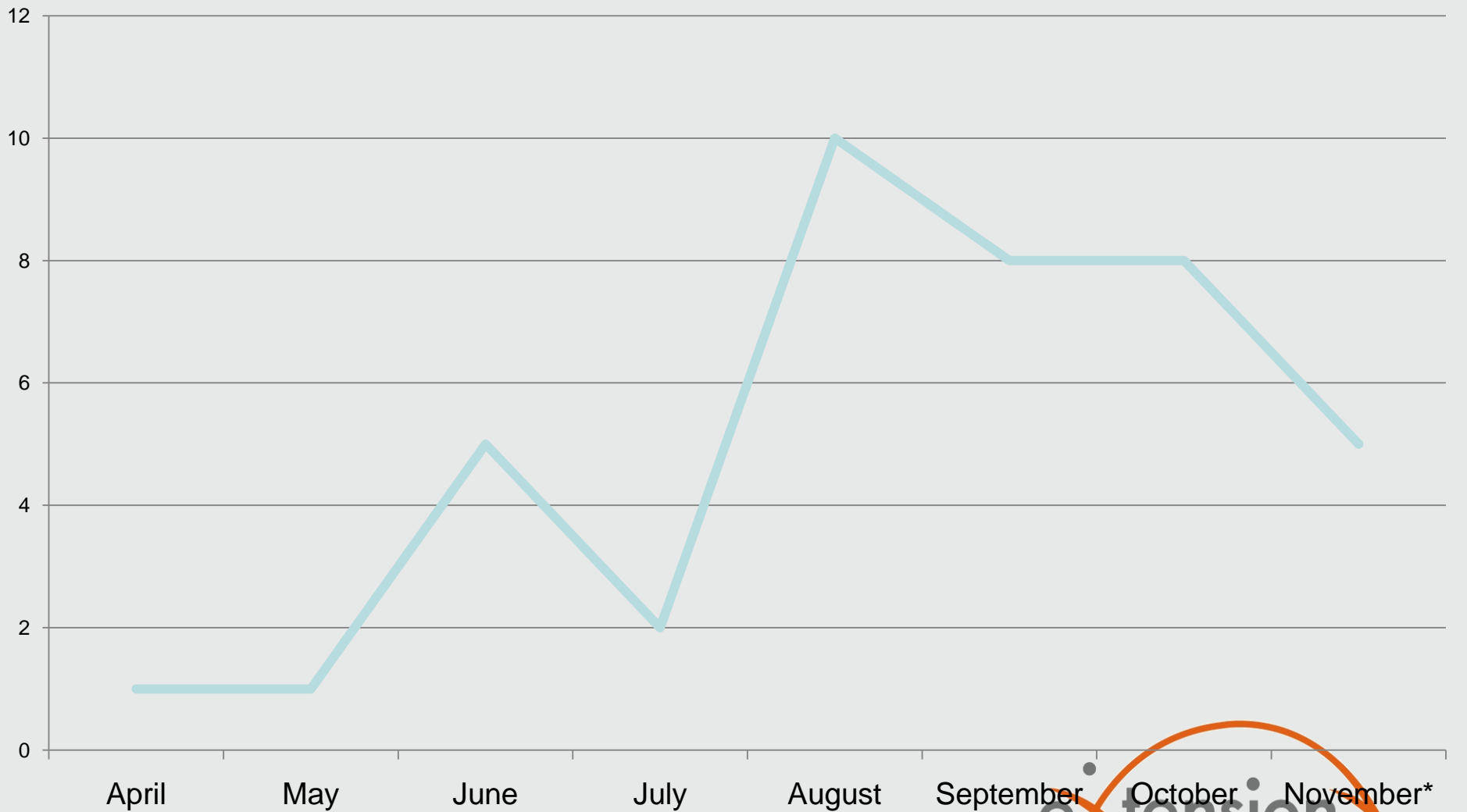
Ads

- Seven states were targeted for the initial ad campaign
 - Three Northeastern states: NY, NJ, MA
 - Four upper Midwest states: ND, SD, NE, MN
- We plan to expand the campaign to other states

Results So Far

- Single ad running for 30 days
 - 300,000+ impressions, 42 clicks
 - Cost of \$33
- Four ads running for 60 days
 - 6,000,000+ impressions, 369 clicks
 - Cost of \$650
- **Impressions** are the times that the ad has appeared on a web page (not unique pages)
- **Clicks** are the number of times that someone has gone to the eXtension debtor education site from the ad

Course Enrollment



*Through 11/10/10

Participants' States

- Utah: 62.5%
 - Personal contact with Bankruptcy Trustee
 - Referrals from attorneys
- All other states/jurisdictions had from 1-3 course enrollees each
 - May require work on the ground to increase participation
- The eXtension course is priced about the mid point in the vast array of online courses
 - Price doesn't seem to be the problem



Another Item

- Oregon has changed the rules for providing personal financial management courses for bankruptcy filers
 - eXtension now qualifies for offering the course in Oregon
 - We have added that state to our re-approval application

Military Programs

Military Families Project
and

Personal Finance Assessment
System (PFAS)

Carolyn Bird

North Carolina State University



Military Families Project



Military Families Project

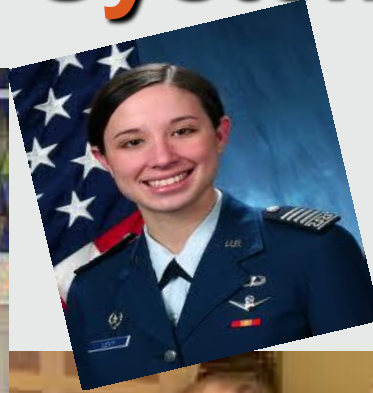
- NIFA/DoD/eXtension partnership
- Military Families Partnership includes new CoP
- Personal Finance Pilot with FSA CoP
 - Major partners are....
 - OSD's Office of Personal Finance
 - Financial Security for All CoP
 - Military Families CoP

Military Families Project

Personal Finance Pilot with FSA

- Provide capacity building opportunities for “Military Helping Professionals”
- Personal Financial Management (PFM) Program Managers – AFC credentialed
- Pilot focus is to expand and enhance financial education and financial information access for the PFMs through:
 - Webinars (CEUs for AFC credential)
 - FAQs and Ask an Expert
 - Research /Trend information on Personal Finance & Behavior

Personal Finance Assessment System



Personal Finance Assessment System (PFAS)

- All Four Branches : Army, Navy, Air Force, Marines – Service Member
- Personal finance topics competency certification
 - 80% correct performance level
 - two opportunities to complete each topic
 - generate a certificate of completion
 - generate a status report including: completed, attempted successful, attempted not successful, and not attempted.

Personal Finance Assessment System (PFAS)

- Revised Bloom's Taxonomy (RBT)
- Alignment of instruction, learning resources, and testing by learning objective
- Avatars and games in web-based environment
 - “edutainment” and interactivity for an 18 to 25 year old audience
- PFAS concept demonstration

The Scholarship of eXtension

Debra Pankow

North Dakota State University



Moving from “Me” to “We”

- **The Scholarship of Collaboration**
- **The Scholarship of Engagement**

Promotion and Tenure

- Specialists
- Agents

Institutional Examples

- **University of Missouri**
- **Utah State University**

- **The environment of eXtension is a catalyst for transformation**
- **CoP members are change agents**
- **Broadened definition of scholarship needed**

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